CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8) Applicant(s): Hubbard et al.				Docket No. CA92000060US1
Application No. 09/998,111	Filing Date 11/30/2001	Exeminer Duran, Arthur D.		Group Art Unit 3622
Invention: SYSTEM AND M	METHOD FOR PRESENTIN	G MARKETING CONTENT	ON A	WEB PAGE
I hereby certify that this Amendment in 21 pages				
(Identify type of correspondence) Is being facsimile transmitted to the United States Patent and Trademark Office (Fax. No. (703) 872-9306				
October 7, 200 (Date)	04			·
		Dorothea R (Typed or Printed Name of Pers	ubbone) Ing Certificate)
		DO VOLKEN PL) e)	ore_
			. •	
Note: Each paper must have its own certificate of mailing.				
			•	
		·		

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Hubbard et al.

Conf. No.: 4393

Serial No.:

09/998,111

Art Unit:

3622

Filing Date: 11/30/2001

Examiner:

Duran, Arthur D.

Title:

SYSTEM AND METHOD FOR

Docket No.: CA920000060US1

PRESENTING MARKETING

CONTENT ON A WEB PAGE

(IBMR-0111)

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT

Sir:

I. INTRODUCTORY COMMENTS:

This paper is being filed in response to the Office Action dated July 7, 2004. Please amend the above-referenced patent application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 18 of this paper.